ORDER

105127 Orders Order / Rev: 06838423 Alt Order #: Product Desc: NRCC IE 2012 SKED 2 Estimate: 2957 Flight Dates: 09/21/12 - 09/27/12 Primary AE: Amy McCreary Original Date / Rev: Sales Office: 08/03/12 / 10/02/12 BLPHI Order Type: **GENERAL** Sales Region: National Name: Agency National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLI2 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

| | | | | | lotais |
|------------|----------|---------|--------------|-------------|---------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month |
| 08/27/12 | 09/27/12 | 68 | \$59,025.00 | \$50,171.25 | Septemb |

Totals

Agency External ID:

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 68 | \$59,025.00 | \$50,171.25 | 0.00 |
| Totals | 68 | \$59,025,00 | \$50 171 25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|---|-------------------------------|---------|
| Amy McCreary | | *************************************** | Start Of Order - End Of Order | 100% |

POLITICAL/AGY, PISSUE, GEN

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 32% | \$59,025.00 |
| Market | 100% | \$184 453 12 |

Revenue Codes:

| CABLE 0% \$0 KBLR 0% \$0 KFBT 0% \$0 KINC 0% \$0 KLAS 30% \$55,335 KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | | | . , |
|--|-------------------|-------|-------------|
| KBLR 0% \$0 KFBT 0% \$0 KINC 0% \$0 KLAS 30% \$55,335 KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | Competitive Share | Share | Total |
| KFBT 0% \$0 KINC 0% \$0 KLAS 30% \$55,335 KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | CABLE | 0% | \$0.00 |
| KINC 0% \$0 KLAS 30% \$55,335 KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 | KBLR | 0% | \$0.00 |
| KLAS 30% \$55,335 KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KFBT | 0% | \$0,00 |
| KLVX 0% \$0 KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KINC | 0% | \$0.00 |
| KSNV- 0% \$0 KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KLAS | 30% | \$55,335.94 |
| KTNV 20% \$36,890 KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KLVX | 0% | \$0.00 |
| KTUD 0% \$0 KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KSNV- | 0% | \$0.00 |
| KVVU 15% \$27,667 KVWB 0% \$0 LV1 0% \$0 | KTNV | 20% | \$36,890.62 |
| KVWB 0% \$0 LV1 0% \$0 | KTUD | 0% | \$0.00 |
| LV1 0% \$0 | KVVU | 15% | \$27,667.97 |
| | KVWB | 0% | \$0.00 |
| UNKWN 3% \$5,533 | LV1 | 0% | \$0.00 |
| | UNKWN | 3% | \$5,533.59 |

| | Ln | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|---|-----|-------------|-----------|----------|-----------------|------------|-----------|-----------|--------|-----|-----------|----------|-------|----------|
| _ | E 1 | KSNV | 09/21/12 | 09/21/12 | M-F 5-6a WakeUp | w/WagM | 5-6a | F | :30 | 2 | \$325,001 | 0.00 NM | 2 | \$650.00 |
| | | | | | M-F 5-6a WakeUp | w/Wagners | | | | | | 1 | _ | * |
| | 1 | WAKE V | V/WAGNR | S1 | | | | | | | | | | |
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KSNV

Order / Rev: Alt Order #:

Flight Dates:

105127

06838423

09/21/12 - 09/27/12

Advertiser:

NRCC-IE

Product Desc:

NRCC IE 2012 SKED 2

Estimate:

2957

| MAKE W/WACAINST Safat Date Mare data Safat Date Weekdays Sacal-Meek Safat Date Safat Date Weekdays Sacal-Meek Safat Date Saf | Ln Ch | Start | End | Inventory Code | Break | Start/End 1 | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
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| Week 09/17/12 09/2 | E 1 KSN | VV 09/21/1 | 12 09/21/12 | M-F 5-6a WakeU | M ga W∖w c | 5-6a | F | :30 | 2 | \$325.001 | 0.00 NM | 2 | \$650.00 |
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| • | E 13 KSI | NV 09/23/ | 12 09/23/12 | | CM | 6a-7a | S | :30 | 2 | \$325.001 | 0.00 NM | 2 | \$650.00 |

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KSNV

Order / Rev:

105127

Advertiser:

NRCC-IE

Alt Order #:

06838423

Product Desc:

NRCC IE 2012 SKED 2

Flight Dates:

09/21/12 - 09/27/12

Estimate:

2957

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Sunrise - SUNDA News 3 Sunrise SUNDAY NW3-SUNRS WKND Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 09/17/12 09/23/12 ----5 \$325.00 0.00 E14 KSNV 09/23/12 09/23/12 Sunday Today CM 7a-8am :30 \$625,001 0.00 NM 2 \$1,250.00 Sunday Today SUN TODAY Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating -----5 09/23/12 \$625.00 0.00 Week: 09/17/12 E 15 KSNV 09/21/12 09/21/12 M-F Today Show III 4th IBM \$325.001 0.00 NM 10am-11am ----F--:30 1 \$325.00 Today 4th Hour **TODAY SHW3** Start Date Weekdays **End Date** Spots/Week Rate Rating 09/23/12 Week: 09/17/12 ----F--\$325.00 0.00 M-F Today Show III 4th IBM E 16 KSNV 09/24/12 09/24/12 10am-11am M----:30 \$325,001 0.00 NM \$325.00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 \$325.00 0.00 E 17 KSNV 09/25/12 09/25/12 M-F Today Show III 4th IBM 10am-11am :30 \$325.001 0.00 NM -T----1 \$325.00 Today 4th Hour **TODAY SHW3** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 Week: 09/24/12 \$325.00 0.00 E 18 KSNV 09/26/12 09/26/12 M-F Today Show III 4th BM \$325.001 10am-11am :30 0.00 NM \$325.00 Today 4th Hour TODAY SHW3 Start Date End Date Weekdays Spots/Week Rating Rate 09/30/12 Week: 09/24/12 \$325.00 0.00 E 19 KSNV 09/27/12 09/27/12 M-F Today Show III 4th BM 10am-11am ---T---:30 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHW3 Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 ---T---\$325.00 0.00 E 20 KSNV 09/21/12 09/21/12 Rachael Ray CM 11am-12pm ----F--:30 \$325.001 0.00 NM \$325.00 1 Rachael Ray RACHAEL RAY Start Date Spots/Week End Date Weekdays . Rate Rating 09/23/12 --F--\$325.00 Week: 09/17/12 0.00 E 21 KSNV 09/24/12 09/24/12 Rachael Ray CM 11am-12pm :30 \$325,001 0.00 NM 1 \$325.00 Rachael Ray RACHAEL RAY Spots/Week Start Date **End Date** Weekdays. Rate Rating M-----Week: 09/24/12 09/30/12 \$325.00 0.00 E 22 KSNV 09/25/12 09/25/12 Rachael Ray CM :30 \$325,001 0.00 NM 11am-12pm 1 \$325.00 Rachael Ray RACHAEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating -T----Week: 09/24/12 09/30/12 \$325,00 0.00 E 23 KSNV 09/26/12 09/26/12 Rachael Ray CM 11am-12pm --W---:30 \$325.001 0.00 NM \$325.00 1 Rachael Ray RACHAEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$325.00 0.00 E 24 KSNV 09/27/12 09/27/12 Rachael Ray CM 11am-12pm :30 \$325.001 0.00 NM \$325.00 Rachael Ray RACHAEL RAY Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 ---T---\$325.00 0.00 E 25 KSNV 09/22/12 09/22/12 CM 9am-930am ----S-:30 \$500.001 0.00 NM \$500.00

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KSNV

Order / Rev:

105127

Advertiser:

NRCC-IE

Alt Order #:

06838423

Product Desc:

NRCC IE 2012 SKED 2

Flight Dates:

09/21/12 - 09/27/12

Estimate:

2957

| Ln Ch | Start | End | Inventory Code | | Start/End T | ime Days | Len Spots | Rate Pri | Rtg Type S | pots | Amount |
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| Sta | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | |
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| Week: 09 | | 09/30/12 | M | | \$1,000.00 | 0.00 | | | | | |
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| NEWS | 3 | | | | | | | | | | |
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| Week: 09 | | 09/30/12 | ME Forbi Nove | | \$1,000.00 | 0.00 | | 41 000 001 | 0.00.104 | | ***** |
| E 30 KSNV | 09/26/ | 12 09/26/12 | M-F Early News M-F Early News | CM | 5-630p | ~-W | :30 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| NEWS | 3 | | IVI-I Lally NEWS | | | | | | | | |
| Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 09 | | 09/30/12 | W | 1 | \$1,000.00 | 0.00 | | | | | |
| E31 KSNV | 09/27/ | 12 09/27/12 | M-F Early News | СМ | 5-630p | T | :30 1 | \$1,000.001 | 0.00 NM | 1 | \$1,000.00 |
| NEWS | 2 | | M-F Early News | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 09 | | 09/30/12 | T | 1 | \$1,000.00 | 0.00 | | | | | |
| E 32 KSNV | 09/22/ | 12 09/22/12 | News 3 Live in P | rime CM | 7-10pm | S- | :30 3 | \$650.001 | 0.00 NM | 3 | \$1,950.00 |
| | | | News 3 in Prime | | | | | | | | |
| NEWS | | | | | | | | | | | |
| <u>St</u> Week: 09 | art Date | End Date 09/23/12 | Weekdays | Spots/Week 3 | <u>Rate</u> \$650.00 | Rating 0.00 | | | | | |
| | | | M-F Jeop/Wheel | | 630-730pm | 0.00 | :30 2 | \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| L 33 KOW | V3/2 II | 12 03/21/12 | M-F Jeopardy/W | | - | | .50 2 | Ψ1,000,001 | 0.00 NW | 2 | Φ2,000.00 |
| JEOP/ | WHEEL | | , | | | | | | | | |
| <u>St</u> | art Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | |
| Week: 09 | | 09/23/12 | F | | \$1,000.00 | 0.00 | | | | | |
| E34 KSNV | 09/24/ | 12 09/24/12 | M-F Jeop/Wheel | | 630-730pm | M | :30 2 | \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| 1EOP/ | WHEEL | | M-F Jeopardy/W | heel of Fortun | е | | | | 1 | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 09 | | 09/30/12 | M | | \$1,000.00 | 0.00 | | | Į. | | |
| • | | | M-F Jeop/Wheel | | 630-730pm | -T | :30 2 | \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| | | | M-F Jeopardy/W | | | | | | | | |
| | WHEEL | F 15 1 | 14/ 1 1 | D (*** : | . | | | | | | |
| <u>St</u> Week: 09 | art Date | End Date 09/30/12 | <u>Weekdays</u> -T | Spots/Week | | Rating | | | | | |
| | | | M-F Jeop/Wheel | | \$1,000.00 630-730pm | 0.00 W | :30 2 | 2 \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| F 20 VOIAA | ₩ | IZ UUIZQIIZ | M-F Jeopardy/W | | • | — — yy — — — — | .50 2 | - ψι,υυυ.υυ (| U.UU INIVI | ۷ | φ Ζ ,ΟΟΟ.ΟΙ |
| JEOP/ | WHEEL | | a a a la sou sager a s | | | | | | } | | |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | | <u>Rating</u> | | | | | |
| Week: 09 | | 09/30/12 | W | | \$1,000.00 | 0.00 | | | | | |
| E37 KSNV | 09/27/ | 12 09/27/12 | | СМ | 630-730pm | T | :30 2 | 2 \$1,000.001 | 0.00 NM | 2 | \$2,000.00 |
| | | | | | | | | | | | |

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KSNV

Order / Rev:

105127

Advertiser:

NRCC-IE

Alt Order #:

06838423

Product Desc:

NRCC IE 2012 SKED 2

Flight Dates:

09/21/12 - 09/27/12

Estimate:

2957

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEOP/WHEEL Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating ---T---09/30/12 Week: 09/24/12 2 \$1,000.00 0.00 E 38 KSNV 09/25/12 09/25/12 Tues PR 8-9p CM 8-9pm 1 \$4,000,001 0.00 NM \$4,000.00 Tuesday Prime 8-9pm VOICE Start Date End Date Spots/Week Rating Weekdays Rate Week; 09/24/12 09/30/12 -T----\$4,000.00 0.00 E 39 KSNV 09/26/12 09/26/12 CM Wed PR 9-11p 9-11pm --W----:30 1 \$3,200,001 0.00 NM \$3,200.00 Wednesday Prime 9-11pm L&O:SVU Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/24/12 09/30/12 ------\$3,200.00 0.00 E 40 KSNV 09/23/12 09/23/12 NFL Football 0.00 NM CM 1P-9PM ----5 :30 1 \$10.000.001 \$10,000.00 NFL Football **NBC SUN-FTBL** Spots/Week Start Date End Date Weekdays Rating Rate 09/23/12 ----\$ 1\$10,000.00 Week: 09/17/12 0.00 E 41 KSNV 09/23/12 09/23/12 News 3 Live in Prime 0.00 NM CM 7-10pm ----S :30 1 \$1,800,001 O \$0.00 News 3 in Prime **NWS3 LVE-PRIME** Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 1 \$1,800.00 0.00 Start/End Time Ch Date Range Description Weekdays Rate Rtg Type Lenath 1 KSNV 09/17/12-09/23/12 News 3 Live in Prime 7-10pm :30(\$1,800,00) 0.00 NM Unresolved [FOOTBALL RAN OVER] E 42 KSNV 09/24/12 09/24/12 M-F News 3 at Eleven 11pm-1135pm 1 \$1,100,001 M-----:30 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS 3 AT 11** Start Date End Date Weekdays Spots/Week Rate Rating M----09/30/12 Week: 09/24/12 1 \$1,100.00 0.00 E 43 KSNV 09/26/12 09/26/12 M-F News 3 at Eleven CM 11pm-1135pm ~~W~~~~ :30 1 \$1,100.001 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS 3 AT 11** Spots/Week Start Date **End Date** Weekdays Rate Rating 09/30/12 --W----1 \$1,100.00 Week: 09/24/12 0.00 E 44 KSNV 09/22/12 09/22/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,100,001 0.00 NM ----S-\$1,100,00 Sa-Su News 3 at Eleven WKD2 NWS-AT 11 Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 ----5-1 \$1,100.00 Week: 09/17/12 0.00E 45 KSNV 09/23/12 09/23/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,100,001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven WKD NWS3 AT 11 Spots/Week Start Date End Date Weekdays Rate Rating ----S Week: 09/17/12 09/23/12 1 \$1,100.00 E 46 KSNV 09/21/12 09/21/12 Late Night w/Fallon CM 1237a-136am :30 \$225.001 0.00 NM ---- F--1 \$225.00 Late Night w/Fallon J FALLON Start Date **End Date Weekdays** Spots/Week Rate Rating ----F--09/23/12 \$225.00 0.00 Week: 09/17/12 E 47 KSNV 09/24/12 09/24/12 Late Night w/Fallon 0.00 NM CM 1237a-136am :30 \$225.001 \$225.00 Late Night w/Fallon J FALLON Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 \$225.00 0.00 E48 KSNV 09/25/12 09/25/12 Late Night w/Fallon CM 1237a-136am :30 \$225,001 0.00 NM \$225.00 Late Night w/Fallon

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KSNV

Totals

68

\$59,025.00

Order / Rev:

105127

Advertiser:

NRCC-IE

Alt Order #:

06838423

Product Desc:

NRCC IE 2012 SKED 2

Flight Dates:

09/21/12 - 09/27/12

Estimate:

2957

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount J FALLON Start Date End Date Weekdays Spots/Week Rate Rating 0.00 09/30/12 -T----\$225.00 Week: 09/24/12 E 49 KSNV 09/26/12 09/26/12 Late Night w/Fallon CM 1237a-136am ---W----:30 \$225.001 0.00 NM \$225.00 1 Late Night w/Fallon J FALLON Rating Spots/Week Start Date End Date Weekdays Rate Week: 09/24/12 09/30/12 --W----\$225.00 0.00 E 50 KSNV 09/27/12 09/27/12 Late Night w/Fallon CM 1237a-136am \$225.001 MN 00,0 ---T---:30 \$225.00 Late Night w/Fallon J FALLON Start Date End Date **Weekdays** Spots/Week Rate Rating ---T---Week: 09/24/12 09/30/12 \$225.00 0.00 0.00 NM E 51 KSNV 09/22/12 09/22/12 Saturday Night Live CM 1130pm-1:02am :30 1 \$1,400,001 \$1,400.00 Saturday Night Live SAT NITE LIVE End Date <u>Weekdays</u> Spots/Week Rating Start Date Rate Week; 09/17/12 09/23/12 ----5-1 \$1,400.00 0.00 E 52 KSNV 09/23/12 09/23/12 Jeopardy in PRIME CM M-SA 8-11p / SUN----S :30 1 \$1,200.001 0.00 NM \$1,200.00 Jeopardy in Prime **JEOPARDY** End Date Spots/Week Rating Start Date Weekdays Rate Week: 09/17/12 09/23/12 ----5 1 \$1,200.00 0.00 E 53 KSNV 09/23/12 09/23/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORT NT-L VGS Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/17/12 09/23/12 ----S \$400.00 0.00